



**CAREERSOURCE CITRUS LEVY MARION  
Marketing and Outreach Committee**

**MINUTES**

DATE: May 13, 2020  
PLACE: This meeting held by teleconference only.  
TIME: 9:00 a.m.

**MEMBERS PRESENT**

Albert Jones, Chair  
Darlene Goddard  
Kathy Judkins  
Mike Melfi  
Theresa Flick

**MEMBERS ABSENT**

Mike Melfi  
Theresa Flick

**OTHER ATTENDEES**

Kathleen Woodring, CSCLM  
Dale French, CSCLM  
Laura Byrnes, CSCLM

Cira Schnettler, CSCLM  
Kim Baxley,

**CALL TO ORDER**

The meeting was called to order by Al Jones, Chair at 9:07 a.m.

**ROLL CALL**

Cira Schnettler called roll and a quorum was declared present.

**APPROVAL OF MINUTES**

Darlene Goddard made a motion to approve the minutes from the February 12, 2020 meeting. Kathy Judkins seconded the motion. Motion carried.

**DISCUSSION ITEMS**

**State Update**

Kathleen Woodring advised the committee that we are assisting DEO and customers seeking unemployment assistance with pin resets and answering basic questions. We are also assisting DEO with data entry of the paper applications. Staff is starting to hear feedback from customers that they are receiving their unemployment checks. We have also received a grant that will allow individuals returning to the workforce to work on humanitarian worksites.

### Workforce Issues that are Important to Our Community

Unemployment due to business closures remain the top priority. Although the pandemic has impeded numerous businesses, there are a number of businesses still hiring. The Amazon and Dollar Tree distribution centers will begin hiring soon as well. Laura Byrnes stated that she is utilizing numerous resources to inform the community about businesses hiring. We currently have a Daily Jobs Report on the website and now customers can also view a list of businesses that are hiring. The list is updated regularly.

### Re-Opening Plan

The centers reopened on May 11th. Customers are being seen by appointment only within the hours of 10 am – 3 pm. Twenty-five appointments per day are available in each office. Staff will be provided with proper PPE. Portable Plexiglas barriers will also be installed. All of the centers have been thoroughly cleaned. During the reopen there will be a daily cleaning process in place at each center. Staff will clean after each customer and thoroughly at the end of the day. All social distancing guidelines will be heeded. Armed security officers are onsite at all three centers. The security officers take temperatures of everyone entering the building and ensure all entrants are wearing face masks. The officers are working well with staff. Beginning May 25<sup>th</sup> hours will be extended to 9 am – 4 pm for two weeks. Hours will then be reevaluated depending on guidelines from local, state, and federal levels.

### **PUBLIC COMMENT**

None

### **ACTION ITEMS**

None

### **PROJECT UPDATES**

#### 2020 State of the Workforce Conference

Kathleen Woodring requested input regarding the 2020 Conference. All of the members agreed to postpone the Conference to 2021. The quest speaker, venue, and caterer will all be notified. Kathy Judkins and Darlene Goddard expressed support of webinar type activities as well.

#### Video Series

Laura Byrnes showcased the video series on the CLM website.

#### Marketing and Outreach Report

- Laura Byrnes reviewed the Marketing report, noting several areas where adjustments have been made due to Covid-19.
- She also explored the new chat features on the website providing easy access for customers to engage with staff as quickly as possible. There are currently 8 live chat agents.
- The mobile units have been renamed from Mobile Resource Units to Mobile

Career Centers and have been re-wrapped to reflect the change.

- The Lecanto office will be getting a new sign and window decals.
- The “Help is Here” campaign has had a soft launch and efforts will continue.
- Three of the in-person resume workshops are now webinars on YouTube. Two more are in development. The workshops webinars will be a great addition to outreach efforts even after we begin doing in-person workshops again.
- A template style guide has been created.
- Laura is providing assistance and guidance with the communication staff and center managers in Region 9 as needed.
- Kathy Judkins expressed appreciation to Laura and Danielle on all their hard work.
- The committee members stated that they will encourage other board members to like and share CLM posts on social media.

### **MATTERS FROM THE FLOOR**

None

### **ADJOURNMENT**

There being no further business, the meeting was adjourned at 9:46 a.m.

**APPROVED:**

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